

### Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for generating recommendations for a television program, the method comprising:

- prompting a user for feedback on at least one ~~preference~~ television program genre for generating a recommendation, the at least one ~~preference~~ television program genre having two or more categories associated therewith;
- displaying at least one visual cue corresponding to each of the two or more categories;
- selecting one of the two or more categories based at least in part on the corresponding at least one visual cue; and
- generating a recommendation for a television program based at least in part on the selecting;

wherein the at least one visual cue is selected from a group consisting of a video clip of each genre, a trailer from each genre, textual information describing each genre, and specific programs relating to each genre.

2-4. (Canceled)

5. (Currently Amended) The method of claim 1 ~~claim 4~~, wherein the two or more categories associated with the genre of the television program are selected from a group consisting of action, comedy-action, suspense-action, drama, comedy, documentary, and romance.

6. (Canceled)

7. (Previously Presented) The method of claim 1, wherein the displaying comprises:

- displaying a selection means corresponding to each of the two or more categories; and
- displaying the at least one visual cue corresponding to the two or more categories upon selection of the selection means.

8. (Previously Presented) The method of claim 7, wherein the displaying of the selection means comprises providing a user interface having a button displayed proximate

each of the two or more categories wherein the selection of the button is achieved through the user interface.

9. (Currently Amended) An apparatus for generating recommendations for a television program, the apparatus comprising:

a device that generates ~~means for generating~~ a user interface for prompting a user for feedback on at least one ~~preference~~ television program genre for generating a recommendation, the at least one ~~preference~~ television program genre having two or more categories associated therewith;

a display that displays ~~means for displaying~~ at least one visual cue corresponding to each of the two or more categories on the user interface;

a selection device that allows for selection of ~~means for selecting~~ one of the two or more categories based from the user interface at least in part on the corresponding at least one visual cue; and

a recommender that generates ~~for generating~~ a recommendation for a television program based at least in part on the selection;

wherein the at least one visual cue is selected from a group consisting of a video clip of each genre, a trailer from each genre, textual information describing each genre, and specific programs relating to each genre.

10-12. (Canceled)

13. (Currently Amended) The apparatus of claim 9 ~~12~~, wherein the two or more categories associated with the genre of the television program are selected from a group consisting of action, comedy-action, suspense-action, drama, comedy, documentary, and romance.

14. (Canceled)

15. (Currently Amended) The apparatus of claim 9, wherein the display further ~~means for displaying~~ comprises:

~~means for displaying~~ a selection means on the user interface corresponding to each of the two or more categories; and

~~means for displaying~~ the at least one visual cue corresponding to the two or more categories upon selection of the selection means.

16. (Currently Amended) The apparatus of claim 15, wherein the ~~means for displaying the~~ selection means comprises ~~displaying~~ a button displayed on the user interface proximate each of the two or more categories.

17-18. (Canceled)

19. (Currently Amended) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for generating recommendations for a television program, the method comprising:

prompting a user for feedback on at least one ~~preference~~ television program genre for generating a recommendation, the at least one ~~preference~~ television program genre having two or more categories associated therewith;

displaying at least one visual cue corresponding to each of the two or more categories;

selecting one of the two or more categories based at least in part on the corresponding at least one visual cue; and

generating a recommendation for a television program based at least in part on the selecting; and

wherein the at least one visual cue is selected from a group consisting of a video clip of each genre, a trailer from each genre, textual information describing each genre, and specific programs relating to each genre.

20. (Previously Presented) The program storage device of claim 19, wherein the displaying comprises:

displaying a selection means corresponding to each of the two or more categories; and

displaying the at least one visual cue corresponding to the two or more categories upon selection of the selection means.